Bramshall Road Park
Uttoxeter
Management Plan 2019-2021

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Foreword

Bramshall Road Park is one of the finest parks in the Borough, and as such very important to the Council’s commitments to delivering its corporate priority of “love where you live”.

The Council’s 380 Hectares of parks and open spaces contribute much to what attracts people to live and work in the Borough and provides ample opportunities for all to lead healthier more enjoyable lives.

As such, the drive to improve quality in our most valuable green spaces is one which I support and commend. In particular, our ambition to achieve a Green Flag Award for Bramshall Road Park is one I totally support and wish the officers and the local community every success in this endeavour.

Cllr Colin Whittaker
Deputy Leader
## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>3</td>
</tr>
<tr>
<td>Location Plan</td>
<td>4</td>
</tr>
<tr>
<td>General Layout</td>
<td>5</td>
</tr>
<tr>
<td>History</td>
<td>6</td>
</tr>
<tr>
<td>General Description</td>
<td>7</td>
</tr>
<tr>
<td>Community Use: Something for Everyone</td>
<td>7</td>
</tr>
<tr>
<td>A Welcoming Place</td>
<td>8</td>
</tr>
<tr>
<td>General Maintenance &amp; Safety</td>
<td>9</td>
</tr>
<tr>
<td>Maintenance schedule</td>
<td>10</td>
</tr>
<tr>
<td>Conservation and Heritage</td>
<td>11</td>
</tr>
<tr>
<td>Community Involvement</td>
<td>12</td>
</tr>
<tr>
<td>Action Plan</td>
<td>14</td>
</tr>
<tr>
<td>Appendices</td>
<td>16</td>
</tr>
</tbody>
</table>
Introduction

Bramshall Road Park is one of the Borough’s principal ‘Town Parks’ and is central to the provision of public open space in Uttoxeter. The park occupies a central location on the western edge of Uttoxeter, covering 11 hectares. The park is open to all and offers visitors a wide variety of play and recreation opportunities. Families can enjoy picnics and walks throughout the park. Two fenced children’s play areas allow children to play safely whilst benches enable parents to watch at their leisure. Informal kick about areas and a skateboard ramp provide opportunities for teenagers and older children. Sports enthusiasts are equally well catered for with the provision of Tennis, Basketball, Rugby, and Bowling. Those that like to stay active and healthy can visit the nearby Uttoxeter Leisure Centre, enjoy the outdoor gym equipment or undertake one of three marked running routes. Visitors with a more sedate outlook can experience walks and hold picnics throughout the park and appreciate the varied wildlife. Finally, four legged visitors are also welcome for those that spend their time with “man’s best friend”.

East Staffordshire Borough Council
History

1921- Charles Henry Elkes purchase 12 acres at a cost of £999 for recreation activities for boys

1923- Land is vested in Uttoxeter Urban District Council

1925- First Town carnival takes place to coincide with the official opening

1930- Creation of open air swimming pool by damming sections of Picknall Brook

1964- Outdoor lido built to replace swimming pool

1985- Indoor swimming pool opened by Olympic Medalist David Wilkie

1999- The first “Plant out in the Park” takes place

2007- Major expansion of the Skateboarding ramps

2013- Bramshall Road Park “Friends of” group comes into existence and is formally constituted

2015- Big lottery funding sees the introduction of outdoor gym equipment. The first such facility in East Staffordshire.

2017- The Friends of Bramshall Road Park secured funding from the Tesco “bags of help” scheme to install interpretation boards, place bird/bat boxes and plant wild flowers.
Community Use: Something for everyone

- Rugby pitch home of Uttoxeter Rugby Club and available for informal play.
- Picnic benches and tables
- Ice cream sold by a local company
- Paddling area
- Skateboard ramps
- 2 fenced children’s play areas (dogs are prohibited from these areas)
- Tennis courts have been used by Uttoxeter Tennis Club and available for informal games.
- Basketball Courts
- Outdoor Gym equipment
- Bowling green and clubhouse used by the Jubilee Bowls Club
- Dog walking
- Walking routes
- Marked 1, 2 or 3 mile runs
- Football kick about area
- Plant fairs held every year
- Schools “Plant out in the Park”
- Volunteering opportunities at the GO Garden scheme
- Outdoor learning space for local schools
- Wild Play days organised by Staffordshire Wildlife Trust.
A Welcoming Place

- Main entrance on Bramshall Road with twin gates. A secondary foot entrance from Oldfields Road.
- Maintenance takes place throughout the year and is undertaken by uniformed Council contractors from ID Verde.
- Noticeboards are present in key locations containing the latest information and important contact numbers/details.
- Streets around Bramshall Road Park are litter picked every 10 days and swept on a 12 weekly cycle.
- Accessible by bus from Stone Road (route 4) and Oldfields School (route 841).
- Every June the “Plant out in the Park” school event enhances the entrance features of the park.
- The toilet block, owned and managed by the Borough Council was extensively refurbished in 2015 with new modern facilities installed. This building, along with the bowling pavilion, is inspected annually for faults or defects.
General Maintenance and Safety

ID Verde maintain Bramshall Road Park for ESBC. ID Verde staff wear, distinct uniforms with fluorescent vests or jackets with logos and identification badges clearly visible. Examples of the uniform are illustrated below.
## Maintenance schedule

<table>
<thead>
<tr>
<th>Action</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grass cutting</td>
<td>10 per year (March to November)</td>
</tr>
<tr>
<td>Shrub bed spot treatment</td>
<td>3 per year (April-July-September)</td>
</tr>
<tr>
<td>Shrub bed maintenance with long handled shears</td>
<td>5 per year (June, July, August, September, October)</td>
</tr>
<tr>
<td>Play inspection (visual)</td>
<td>2 per week</td>
</tr>
<tr>
<td>Play inspection (operational)</td>
<td>4 per year (1 each quarter)</td>
</tr>
<tr>
<td>Play inspection (annual)</td>
<td>1 per year</td>
</tr>
<tr>
<td>Play equipment painting</td>
<td>Every 5 years</td>
</tr>
<tr>
<td>Play area surface treatment</td>
<td>3 per year (April, July, September)</td>
</tr>
<tr>
<td>Safety Surface inspections</td>
<td>2 per week</td>
</tr>
<tr>
<td>ESBC Officer whole site inspections</td>
<td>12 per year</td>
</tr>
<tr>
<td>Bin emptying and litter picking</td>
<td>2 per week (Monday &amp; Friday)</td>
</tr>
<tr>
<td>Picnic area chemical control</td>
<td>3 per year</td>
</tr>
<tr>
<td>Sweeping</td>
<td>Weekly following mowing</td>
</tr>
</tbody>
</table>
Important and useful information

Opening times. The Park gates are open 364 days a year. During the summer the park is open 8:00-21:00. Winter opening times are 8:00-16:30.

The Council and ID Verde strive to ensure that the park is maintained to the highest standard. Unfortunately, sometimes things do go wrong or break. To report a fault contact the Open Spaces Team on 01283 508013 during office hours. Weekends and evenings contact the Council out of hours number on 01283 517111 for emergencies.

Bramshall Road Park is enjoyed and respected by the majority of visitors. However, a small minority taint this experience for others. To report ASB contact the Police 101 number or report it via the Staffordshire Police or ESBC websites. Dog Fouling and Littering can be reported to the Council’s Community & Civil Enforcement team on 01283 508856 or community.civil_enforcement@eaststaffsbc.gov.uk

Want to take part in one of the many sports playable at Bramshall Road Park? Then contact ESBC Sports Development Team on 01283 508192 for details of local clubs and teams.

Conservation & Heritage

Bramshall Park is home to a rich and diverse flora and fauna that can be enjoyed by visitors to the park. The Council makes every endeavour to encourage wildlife and examples of some of the species can be found below.

- Kingfishers
- White Clawed Crayfish
- American Signal Crayfish
- Otters
- Grey squirrels
- Dragon and Damsel fly
- Other Birds- Jays, Mallards, Moorhens to name but a few
- Fish Species- Chub, Minnow, Stickleback, Bullhead, Stone Loach

Inspection and maintenance regimes for the park’s trees follow the standard prescription for the Borough and is delivered through the Council’s Tree Management Policy. The tree stock planting can be split into three main areas of Bramshall Road Park:

a) Formal area adjacent to Bramshall Road
b) Central conservation area
c) Informal planting area next to Uttoxeter Leisure Centre

Tree species include: Ash, Beech, Black Poplar, Common Alder, Common Elder, Common Lime, Common Walnut, Copper Beech, Corsican Pine, Crack Willow, English Elm, English Oak, Hawthorn, Holly, Horse Chestnut, Hybrid Poplar, Japanese Cherry, Lawson Cypress, Leyland Cypress, Lombardy Poplar, Norway Maple, Rowan, Scots Pine, Silver...
Birch, Swedish Whitebeam, Sycamore, Weeping Willow, Western Red Cedar, White Poplar, White Willow

Community Involvement
The following organised groups are active within the park:

The Friends of Bramshall Park
Officially formed in 2013, the Friends of Bramshall Road Park have been instrumental in the development of a number of park improvements. In 2014 the group oversaw the introduction of the Tree classroom and additional play equipment after raising funds from various sources. 2016 saw the group secure Tesco “bags of help” funding for new interpretation boards around the park. These were installed in 2017 and have proven very popular with visitors.

The group is incredibly proactive and holds the Council and contractors to account for maintaining standards in the park, and are particularly helpful in reporting faults. Friends of Group members have contact details of all Open Spaces officers.

Furthermore, the group has conducted site surveys to help the Council with improvements to the park. Consultation undertaken by the Friends group has influenced the introduction of children’s play equipment, clearing of the paddling pool, development of the GO Garden project and the pioneering introduction of outdoor gym facilities.

GO Garden project
Innovative and unique, the GO Garden project offers local residents the opportunity to undertake gardening and grow vegetables as a form of exercise and helps to maintain a healthy diet which improves mental and physical wellbeing. Plants grown at the project form part of the displays for Uttoxeter in Bloom.

Balls, Bulls and Bowls
A number of sports teams have made use of Bramshall Road Park’s sporting facilities. Jubilee Bowls Club lease the bowls pavilion from the Borough and use the facility for their home fixtures. Bramshall Park is called home by Uttoxeter Rugby Club’s 2nd team (men), Uttoxeter tennis club have also used the courts for practice and training. Finally, Uttoxeter Bulls Basketball Team have been known to use the outdoor basketball provision in conjunction with the indoor facilities at Uttoxeter Leisure Centre.

The Uttoxeter Lions
With support from the Borough Council the Uttoxeter Lions organise the annual Lark in the Park event and bonfire and fireworks displays. These attract over 1000 people to the park and are major features in the events diary of the town and local area.

Local Schools
As an active partner the local school, Picknalls First School, have attended awareness workshops set up by Council officers to raise awareness of the importance of parks and open spaces, and the wildlife within them. Picknalls School in association with Staffordshire Wildlife Trust made the bird boxes that can be seen throughout the
The four local first schools have also been involved in “plant out in the park” since 1999 with over 150 children in attendance most years.

Furthermore, the local secondary school (Thomas Alleynes) utilise the tree classroom (which was created by pupils from the school) for outdoor education.

ESBC Sports Development
The team also use the park to run sports sessions for children during the School holidays as part of a wider programme of diversionary activities

Staffordshire Athletics Network
As part of a project to encourage people to take up running and maintain healthy lifestyles Staffordshire Athletics Network have set up running routes, with markers, setting out courses of 1, 2 and 3 miles in length. Introduced in 2015 these routes whilst primarily designed for runs are also open to use by walkers and cyclists.

Staffordshire Wildlife Trust
Staffs Wildlife Trust hold various activities on Bramshall Road Park including family wildlife walks, Wild Play sessions and a Wildlife Watch events.

Midlands cross country relay
Working in partnership with the Environment Agency and the Midlands Counties Athletics Association the Council were able to bring the Brooks Midlands Cross Country race to Bramshall Road Park in 2016 attracting over 300 competitors.

Uttoxeter in Bloom
Bramshall Road Park has been a pivotal part of Uttoxeter in Bloom, which has seen gold medal success achieved at the West Midlands level over the past 12 years. In 2017 Uttoxeter entered the national “In Bloom” awards winning a silver gilt award. In the RHS Parks awards the park scooped a silver gilt award in 2017 and 2018.

Ice cream retailer
Local ice cream retailer, Ashmore’s, have rights to sell ice creams from the park providing residents and users with much needed refreshments. As part of the agreement the Borough Council receives a quarterly percentage of takings which is reinvested into improvements on the park.
**Action Plan**

**Strengths**
- Active FOG (Friends of Group)
- Numerous and varied play opportunities
- Varied plants and wildlife
- Uttoxeter Leisure Centre and GO Garden
- Well regarded and used by residents

**Weaknesses**
- Limited external income (excluding S106)
- Council budgets are limited
- Officer time restricted due to the number of parks across East Staffordshire that need inspecting

**Opportunities**
- Funding secured by FOG
- Friends of group willing and eager to keep Bramshall Road Park to the highest standard
- S106 development funds from nearby developments
- Increased footfall from developments
- Increased sponsorship opportunities

**Threats**
- Management of costs and budget restrictions

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<tr>
<th>2019/20</th>
<th>Task</th>
<th>Cost</th>
<th>Lead</th>
<th>Objective</th>
<th>Status</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Monitor condition of the brook</td>
<td>n/a</td>
<td>Michael Hovers</td>
<td>Conservation &amp; Heritage</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td>Work with the Friends of Group and Town Council to celebrate 20</td>
<td>TBC</td>
<td>N/A</td>
<td>Conservation &amp; Heritage</td>
<td>June 2019</td>
</tr>
<tr>
<td></td>
<td>years of the “Plant out in the Park” event.</td>
<td></td>
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</table>
Plant wildflowers alongside the location of the former swimming pool  
TBC  
Paul Steed  
A welcoming place  
Quarter 1  

Create an otter holt at the island  
TBC  
Friends of Group  
Conservation & Heritage  
April 2019

| 2020/21 |
|-------------------------------|-----------------|-------------------|
| **Task** | **Cost** | **Lead** | **Objective** | **Date** |
| Increase tree coverage along the right hand path of the Bramshall Road side of the park | n/a | All staff | Conservation & Heritage | April 2020 |
| Explore costs to resurface tennis courts and enhance the MUGA | TBC | N/A | Something for everyone | April 2020 |
| Monitor condition of the brook | n/a | Michael Hovers | Conservation & Heritage | Ongoing |

**Credits and References**

Peter Nixon, Uttoxeter Heritage Centre


Appendix A
Policies in other service areas
As well policies that directly affect Parks and Open Spaces there are a number of other service area policies that impact indirectly. These are listed below

i) **Climate change**
Available on request

ii) **Communications & Marketing**
The Borough Council have a specific Marketing Officer that works with Open Spaces teams to effectively market and promote parks and open spaces, this done through a variety of mediums such as social media and other more traditional approaches like local newspapers.

iii) **Enforcement Policy**
Available on request

iv) **Anti-Social Behaviour Strategy**
The current Council ASB strategy takes into account recent changes in legislation that has seen changes to the types and ranges of powers available to agencies tackling ASB. These new powers have relevance for Open Spaces in general but have limited relevance for Bramshall Park due to the low level of issues.
Appendix B
Friends of Bramshall Road Park – Constitution (May 2013)

Aim
To champion improvements on Bramshall Road Park in line with the wishes of current park users and to safeguard the park for the use and enjoyment of future generations

Objectives
The group will fulfil its aim by:

- Working in close collaboration with East Staffordshire Borough Council which is responsible for managing the park.
- Forming a cohesive community group of local residents working together regardless of age, ethnic origin, ability, sex, belief or political affiliation.
- Encouraging the health and well-being of the residents of the area.
- Promoting sport, community recreation and play facilities.
- Advocating both environmental improvement and practical conservation; to educate, encourage and support the local population in environmental practice by working with statutory and non-statutory agencies.
- Raising funds and receiving contributions where appropriate to help finance improvement projects for the park.
- Publicising and promoting the work of the community group.
- Exchanging information and advice with similar groups when opportunities arise.

Membership
- Membership of the Friends of Bramshall Road Park shall be open to anyone who is interested in helping the community group to achieve its purpose and willing to abide by the rules of the community group.
- Every member shall have one vote at general meetings.
- The management committee shall have the power to refuse membership to an applicant, where it is considered such membership would be detrimental to the aims, purposes or activities of the community group.
- The officers of the community group shall be:
  - The Chairperson
  - The Vice-chairperson
  - The Treasurer
  - The Secretary
These officers will be elected at the group’s Annual General Meeting (AGM).

Registration and termination of membership.
- Any member of the community group may resign his/her membership by putting in writing such a request to the secretary.
- The management committee has the right to terminate or suspend the membership of any member, if in its opinion his/her conduct is prejudicial to the interests and objects of the association. There shall be a right of appeal to an independent arbitrator appointed by mutual agreement.

**General Meetings**
- General meetings will be the main vehicle whereby the community group will establish, monitor and progress its activities, projects and programmes.
- General meetings will be held at least four times each year to discuss all aspects of potential improvements to the Park.
- Any member of the Friends of Bramshall Road Park has the right to attend every general meeting.
- General meetings will be chaired by the chairperson of the community group (or vice-chairperson in chairperson’s absence).
- The quorum for a meeting shall be five.
- If voting is required at a general meeting, every member present shall have one vote. Decisions will be taken by a show of hands on a simple majority basis. If there is a tied vote then the chairperson shall have a second casting vote. If deemed necessary by the Chairperson, the vote shall be by confidential ballot.
- All meetings must be minuted by the secretary (or nominated deputy in absence) and these minutes will be available to any interested party.
- All members shall be given at least seven days’ notice of a meeting unless it is deemed an emergency meeting.
- General meetings have the power to set up sub-groups and working parties as deemed necessary, which shall be accountable to the management committee.

**Management**
- Friends of Bramshall Road Park shall be administered by a management committee.
- The management committee will consist of not less than three people and not more than six members elected at the group’s Annual General Meeting, including the chairperson, vice-chairperson, treasurer and secretary.
- The Management Committee shall meet as required, normally after a general meeting and at least twice per year.
At least three management committee members must be present for a management committee meeting to take place.

If voting is required at a management committee meeting, every management committee member present shall have one vote. Decisions will be taken by a show of hands on a simple majority basis. If there is a tied vote then the chairperson shall have a second casting vote. If deemed necessary by the Chairperson, the vote shall be by confidential ballot.

The management committee shall be accountable to members of the community group at all times.

**Finance**
- Any money obtained by the group shall be used only for the community group.
- The group will hold all money within a designated bank account in the name of the community group.
- Any cheque issued shall be signed by at least two of any three nominated signatures.
- The management committee will be responsible for ensuring that the group stays within agreed budgets for any project.
- Where appropriate, insurances will be taken out in the name of the community group and charity status applied for on behalf of the community group.

**Annual General Meetings**
- The community group shall hold an AGM at not more than 15 month intervals, usually as an addendum to a routine general meeting.
- In addition to notifying members personally, notice of each AGM will be advertised in at least three public places, inviting members of the general public to also attend and join the community group.
- The Chairperson of the community group shall normally chair each AGM.
- The quorum for AGM shall be at least eight persons of which no more than four shall be outgoing committee members.
- Each member attending the AGM will have one vote. Decisions are taken by a simple majority. In the event of a tied vote, the Chairperson shall have a second casting vote. If deemed necessary by the Chairperson, the vote shall be by confidential ballot.
- The business of the AGM shall include:
  - Receiving a report from the Chairperson on the group's activities over the year,
  - Receiving a report on the last financial year's accounts from the Treasurer,
  - Electing new officers and new management committee,
- Considering any other matter as may be appropriate.
  - At least fourteen days’ notice of the AGM must be given.
  - Minutes of the AGM will be distributed to all members and also available to the general public.

**Alteration of the Constitution**
- Proposals for amendments to this constitution or dissolution (see Clause below) must be delivered to the secretary in writing. The secretary in conjunction with all other officers shall then decide on the date of a forum meeting to discuss such proposals, giving at least four weeks clear notice.
- Any changes to this constitution subsequent to this forum meeting must be agreed by a least two thirds of those members present and voting at the next general meeting.

**Dissolution**
- The group may be wound up at any time if agreed by two thirds of those members present and voting at any general meeting. Any assets shall be returned to their providers, if they require it, or shall be passed to another group with similar aims.
Adoption of the constitution

This constitution was adopted by all community group members present at the AGM held on:

16th May 2013

Signed:

Janet E. Dean  (Chairperson)

uszcz

Dave Tunney  (Secretary)

Pen Cottrell  (Treasurer)

Shirle Marle  (Member)

Linda Palmer  (Member)

(Member)